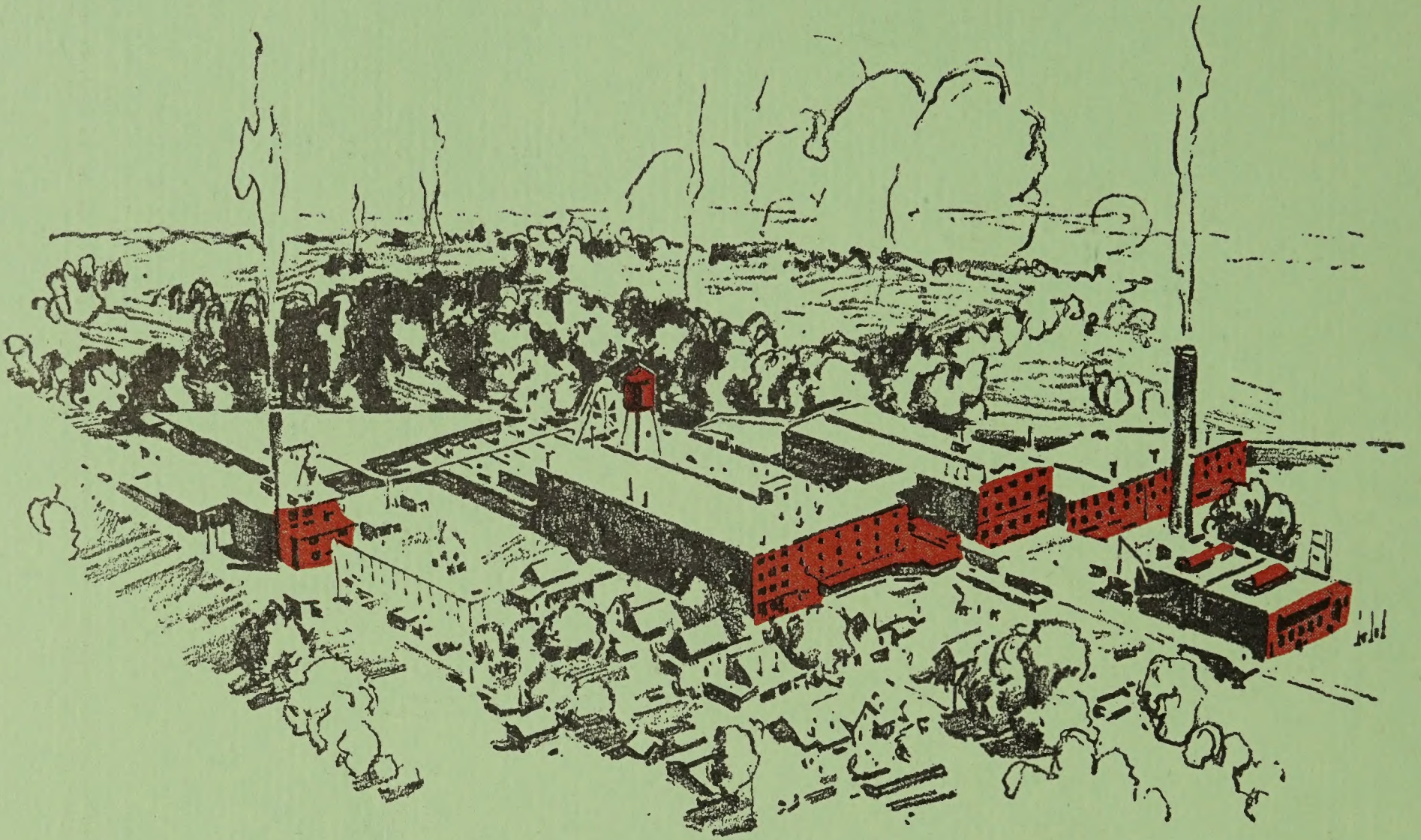


# SELLERS

CATALOG OF  
KITCHEN FURNITURE  
*and*  
SALES MANUAL



*Published by*  
G. I. SELLERS & SONS COMPANY  
Elwood, Indiana



## *Since the early nineties*

Back in the precise nineties, shortly before Elwood Haynes drove the first horseless carriage through the streets of Kokomo, G. I. Sellers founded this business in Kokomo.

The first Sellers Kitchen Cabinet was as crude in comparison with modern Sellers kitchen furniture as the first automobile was with present cars. But it filled a crying need and the business prospered.

By 1915, the company had grown to the point where the first extensive national advertising campaign was launched. Each succeeding year since has found Sellers in the leading magazines with powerful campaigns of page and double-page advertisements.

We consider the money spent in judicious advertising in national magazines to be a most profitable investment for it has made the name Sellers a household word. To the women of today Sellers stands for quality—convenience—the best in kitchen equipment.

But it takes more than advertising to win the enviable position Sellers now occupies. Sellers' acknowledged leadership has been gained through constant improvement. We have kept pace with the fast changing times. We have pioneered the way to better, more convenient kitchen equipment. We have brought style—color into the modern kitchen.

This is why over a million women have selected Sellers furniture for their kitchens—why Sellers is the most significant name in kitchen equipment.

Why Sellers Agency spells

▼▼ SUCCESS ▼▼

**S**turdiest, most stylish and colorful line  
of kitchen furniture.

**U**nlimited market.

**C**omplete line at competitive prices.

**C**umulative national advertising that has  
made Sellers a household word.

**E**ffective resale plans that are practical  
and successful.

**S**atisfaction that grows with use and  
builds goodwill.

**S**afe profits.



G. I. SELLERS & SONS COMPANY  
Elwood, Indiana

# SELLERS offers **YOU** a big business building opportunity

**I**N this new line of Sellers Kitchen Furniture, we present the greatest merchandising opportunity in our history. Here is furniture built expressly to solve the perplexing problems now confronting furniture dealers. This new line offers supreme quality—matchless style—greatest convenience—widest range at competitive prices! And it carries the name that stands for the BEST in kitchen furniture.

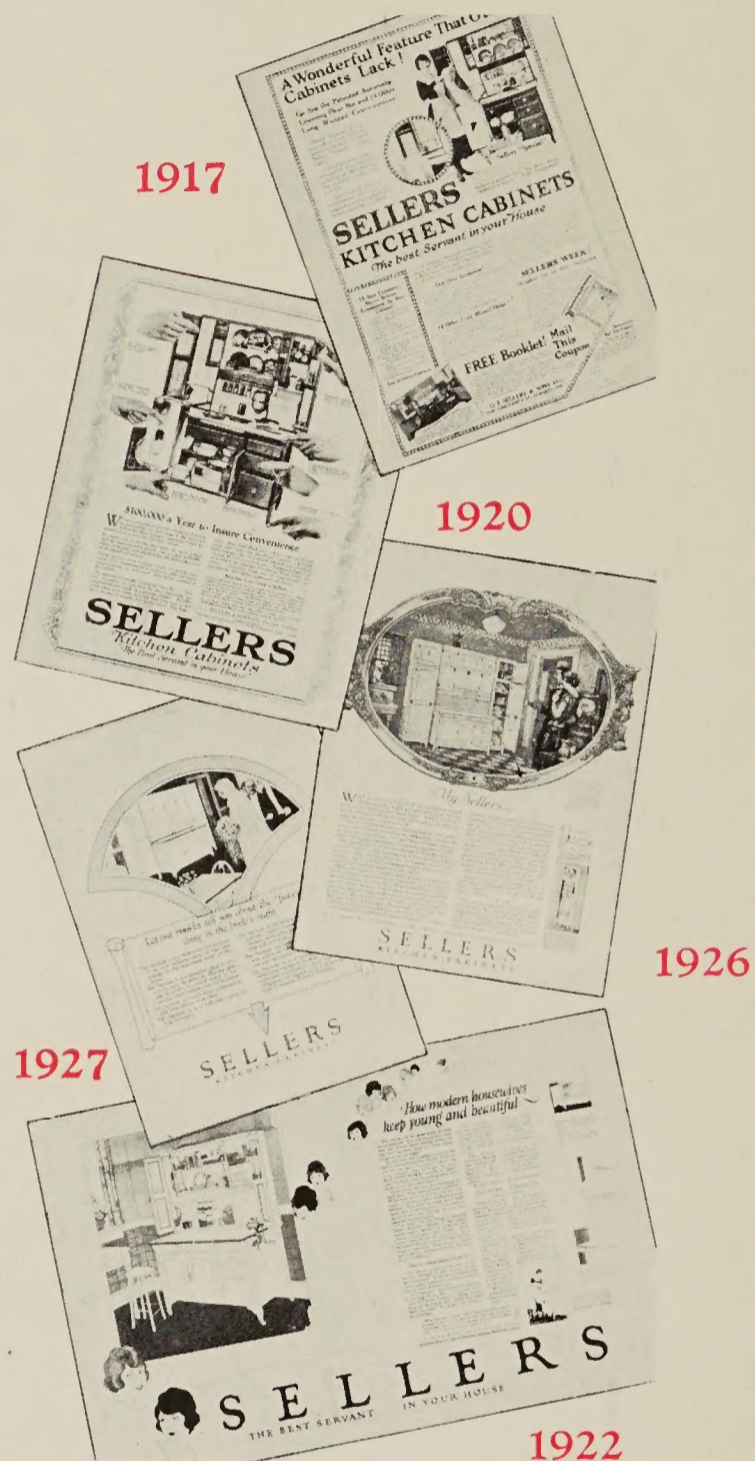
Think of what that means in selling—the pride of owning the best! Pride is the greatest selling force in modern business. It sells automobiles. It causes people to buy better radio sets. It is responsible—directly or indirectly—for the sale of most furniture.

The proof of Sellers leadership is so evident that it can be easily demonstrated to any prospect. In this respect, it differs from practically all other furniture. While a woman may have a beautiful dining room suite or a fine rug, in most instances she has no way of knowing that they are the best.

But when she purchases a Sellers Cabinet, she *knows* she has the best money will buy. And you can prove it by showing her its 15 famous features which are found in no other cabinet.

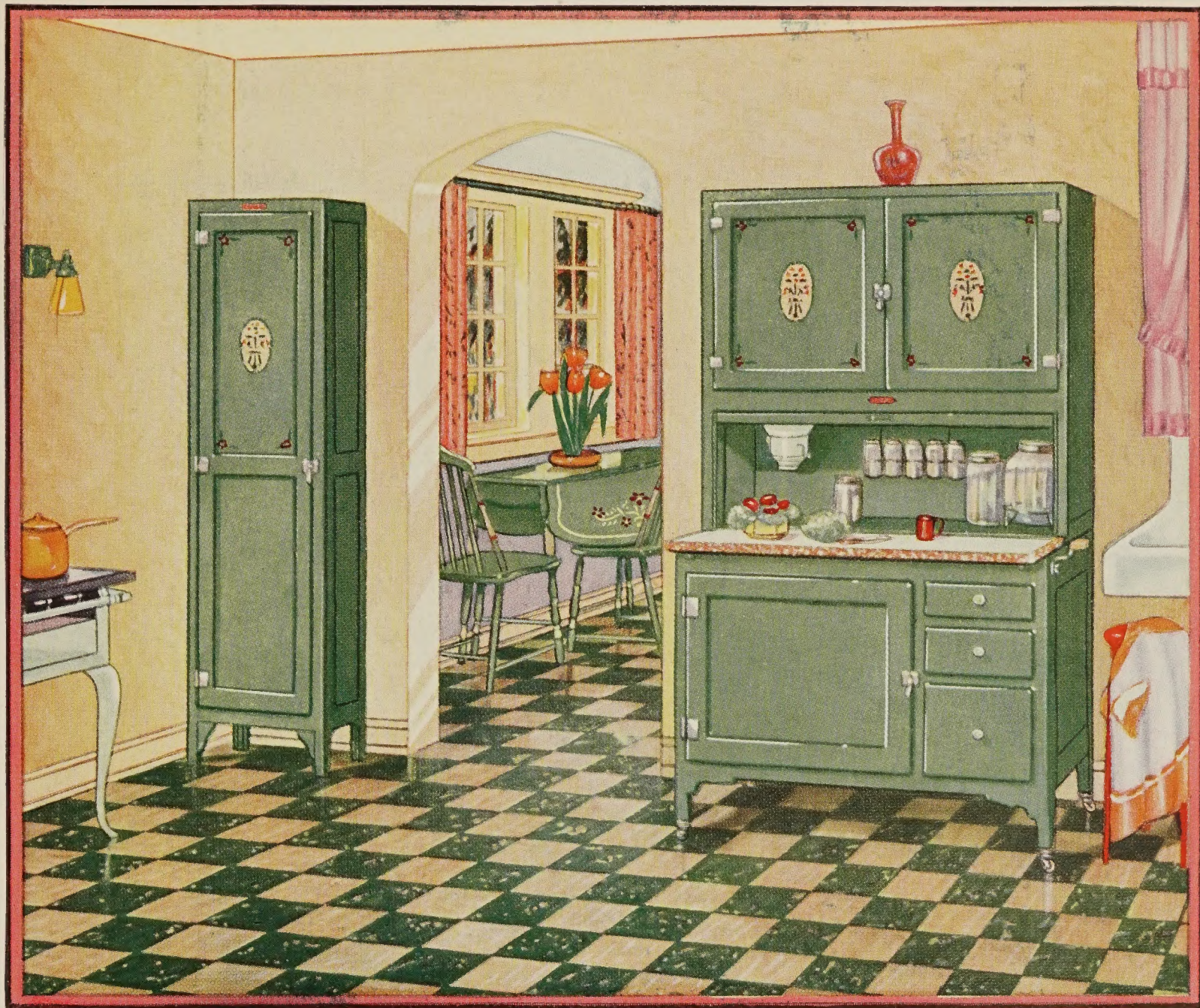
Probably no other piece of kitchen equipment is so well known as Sellers. Month after month, year after year for over fifteen years, Sellers full page advertising in the leading national magazines has been everlastingly hammering home Sellers quality—making the name Sellers a household word and building goodwill for Sellers dealers everywhere. Again in 1930 Sellers is setting the style in kitchen furniture through our big, national advertising campaign. Pages and double-page spreads in The Saturday Evening Post will carry the story of the new colorful Sellers Oak Finishes to millions of readers.

You will find all of these new Oak Finishes illustrated in this catalog. Look them over, please, for they will be the vogue this year.



Dealers who sell Sellers Cabinets exclusively will build a business upon the soundest of foundations. They are making satisfied customers who will come back to buy again and again by selling the best cabinets.

Tie up with Sellers for greater profits in 1930.

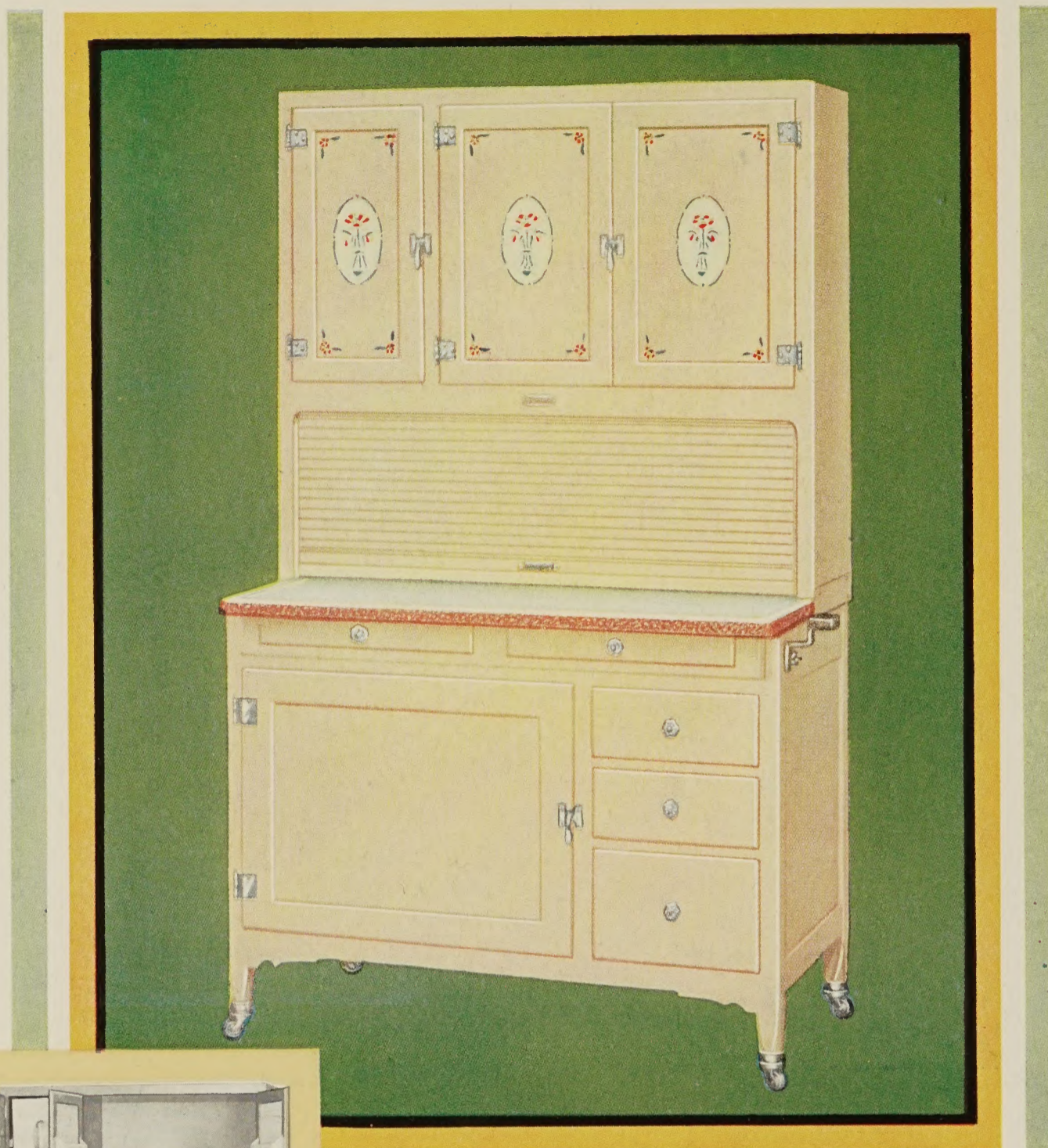


## The Ensemble is the mode now in kitchens as well as other rooms

The ensemble is the latest idea in women's wear. Also, it is a powerful selling factor in the sale of furniture.

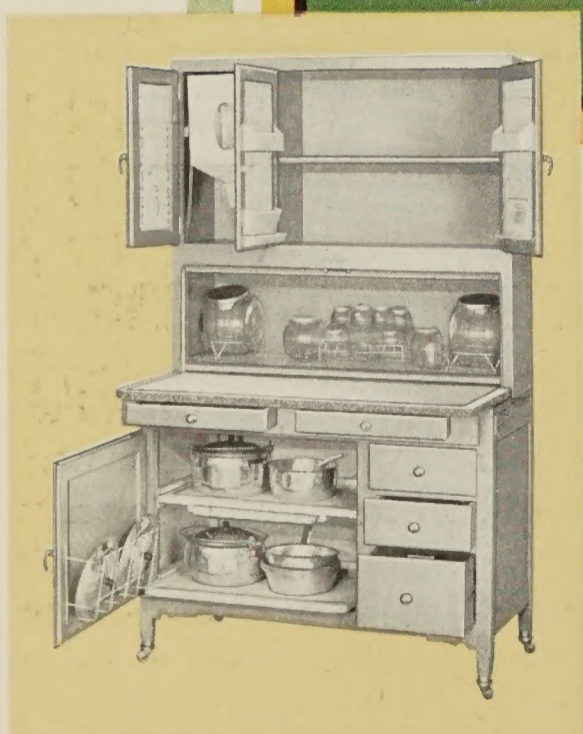
Today, women who know are using the ensemble idea throughout their homes. They want furniture that is associated in design. This applies to the kitchen as well as every other room in the home.

Use this idea in selling Sellers Kitchen Furniture and your sales will increase materially. You can sell Sellers Kitchen Cabinets, utility closets, breakfast sets and kitchen tables—all harmonized in color and design. Sellers, with its wonderful range of colors in both enamel and oak, offers extraordinary possibilities in selling the ensemble idea.



No. 30-87 can be had in these finishes beautifully decorated:

Two-tone Green Oak  
Shaded Amber Oak  
Silver Oak  
Light Amber Oak  
(not shaded)  
Jade Green Enamel  
Satin White Enamel  
Colonial Ivory  
Enamel (illus.)  
Sellers Gray Enamel



Sellers KlearFront No. 30-87 shown with the doors opened and curtain up. The 12-piece glassware set illustrated is regular equipment with this model.

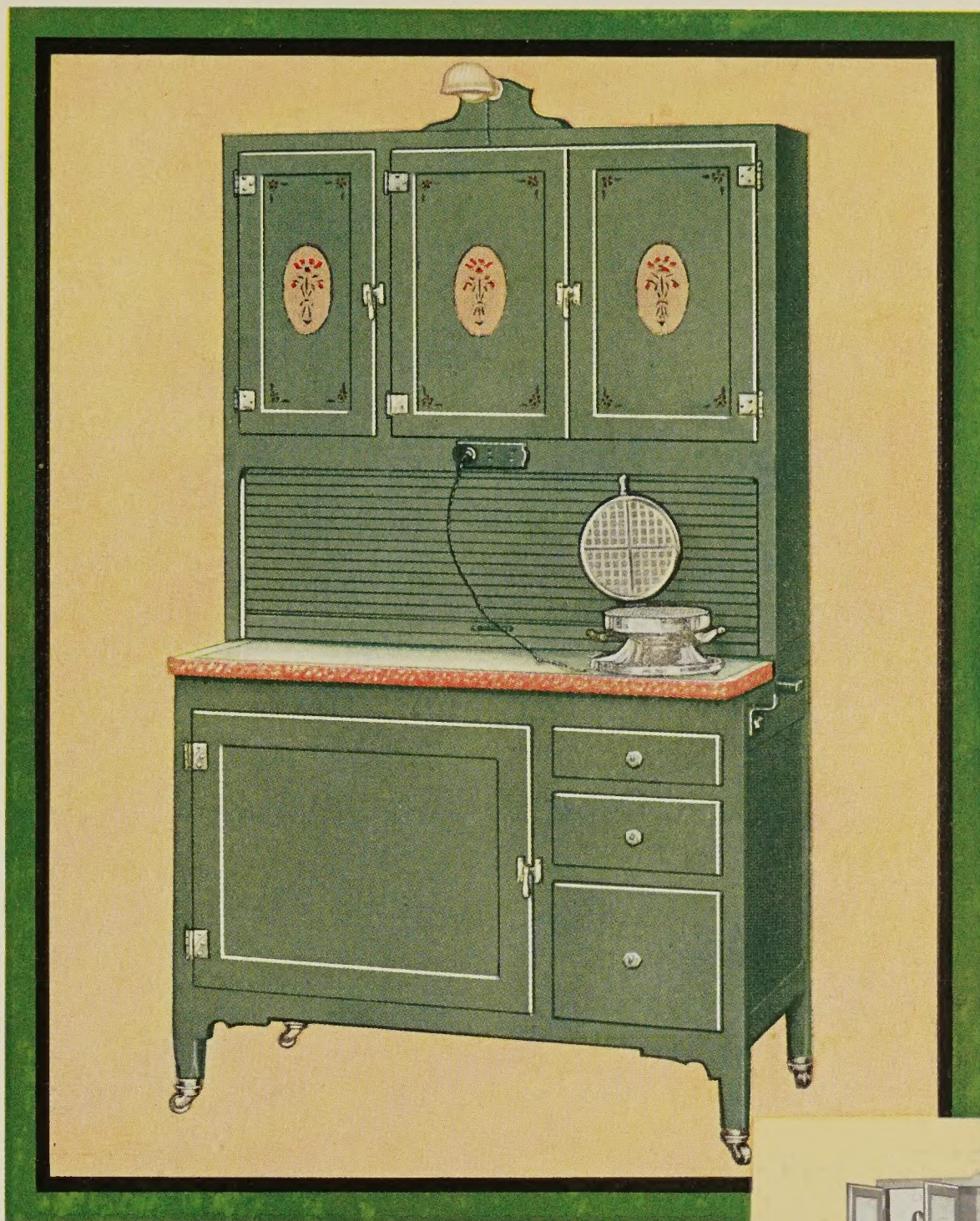
### Sellers KlearFront No. 30-87

In this beautifully proportioned cabinet you offer your customers the utmost in beauty, utility and convenience. No other cabinet contains so many labor- and time-saving conveniences. Yet this cabinet sells at a price within everybody's means. This cabinet contains all of the 15 famous features (see pages 14 and 15).

Your customers will like its big expanse of snow-white porceliron working surface, free from swinging doors, gutters and other obstructions—the porceliron covered bottom shelf in upper section that protects forever the part which in ordinary cabinets first becomes unsightly. This feature adds nearly fifty per cent more porceliron working surface. They will like its superb fine furniture finish. Its cutlery drawers which extend with the porceliron table top. And its base shelf which extends automatically when the base door is opened. No. 30-87 is 42 inches wide, 71 inches high and 25 inches deep.

No. 30-65 can be had in these finishes beautifully decorated:

Two-tone Green Oak  
Shaded Amber Oak  
Silver Oak  
Light Amber Oak  
(not shaded)  
Jade Green Enamel  
(illus.)  
Satin White Enamel  
Colonial Ivory  
Enamel  
Sellers Gray Enamel

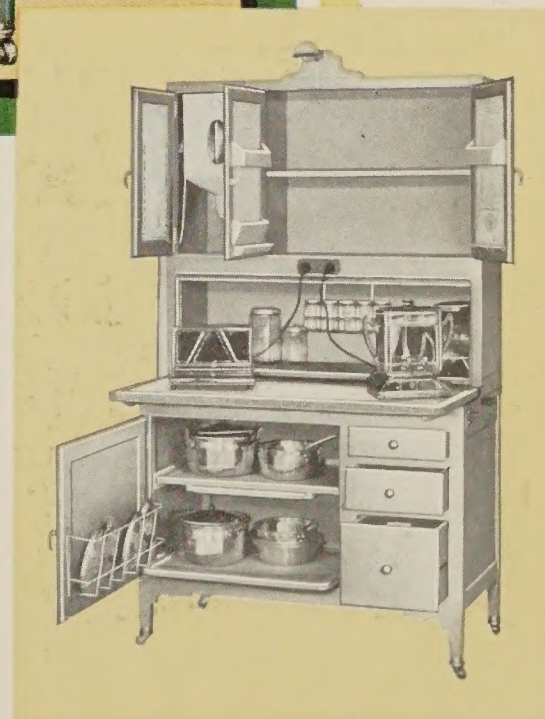


### Sellers Electric KlearFront No. 30-65

Electricity is used for many things in the modern home today. Many housewives are seriously inconvenienced by not having a sufficient number of electrical outlets to hook up all of their appliances. This electric model is wired and designed to overcome this difficulty. The Utili-tap in the front of the cabinet supplies outlets for three appliances at one time.

This cabinet also is equipped with electric shade and fixture at the top of the cabinet. This lighting fixture can be had on any other Sellers Cabinet at a slight additional cost.

In this Sellers Electric Cabinet you will find the many features for which Sellers is famous. Including full width KlearFront, curtain that rolls up and disappears, automatic base shelf extender, drawers that cannot stick or jam even in wet weather, etc. No. 30-65 is 42 inches wide, 71 inches high and 25 inches deep.

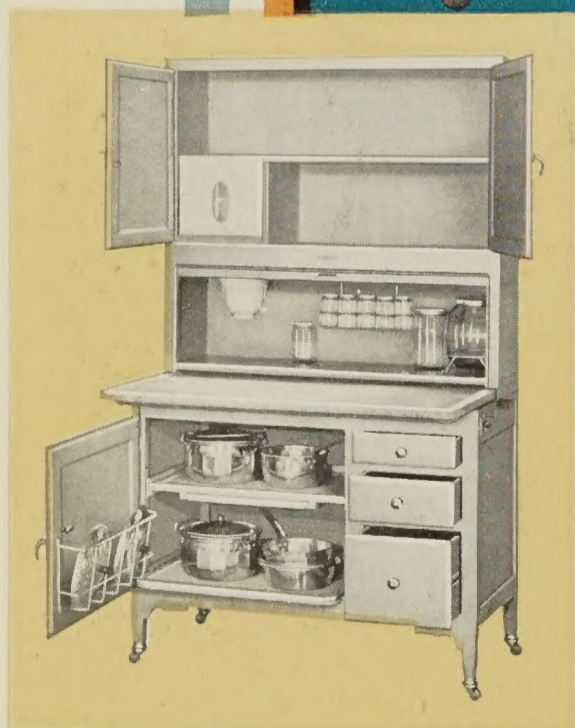


Electric KlearFront No. 30-65 with doors open and curtain up. The 8-piece glassware set illustrated is regular equipment with this cabinet.



No. 30-45 can be had in these finishes beautifully decorated:

*Two-tone Green Oak*  
*Shaded Amber Oak*  
*Silver Oak*  
*Light Amber Oak*  
*(not shaded)*  
*Jade Green Enamel*  
*Satin White Enamel*  
*Sellers Gray Enamel*  
*(illustrated)*  
*Colonial Ivory Enamel*



*Sellers KlearFront No. 30-45 with the drawers open. The 8-piece glassware set illustrated is regular equipment with this cabinet.*

### Sellers KlearFront No. 30-45

In this beautiful cabinet Sellers offers the greatest dollar-for-dollar kitchen cabinet value to be found in America. Superbly finished in a wide range of colors (see list above), built entirely of hardwood throughout and containing labor-saving features which only Sellers can offer, it represents an ideal cabinet for the average home. This model has a removable 30-lb. metal flour bin, automatic base shelf extender, extending porcelain work table, ant proof casters, glass drawer pulls, 3-point non-jamming drawers, metal bread box drawer and 8-piece glassware set.

Note the flush sides which enable you to set a utility closet directly against the cabinet without an unsightly opening. No. 30-45 is 42 inches wide, 71 inches high and 25 inches deep.

No. 30-45 can be had in these finishes beautifully decorated:

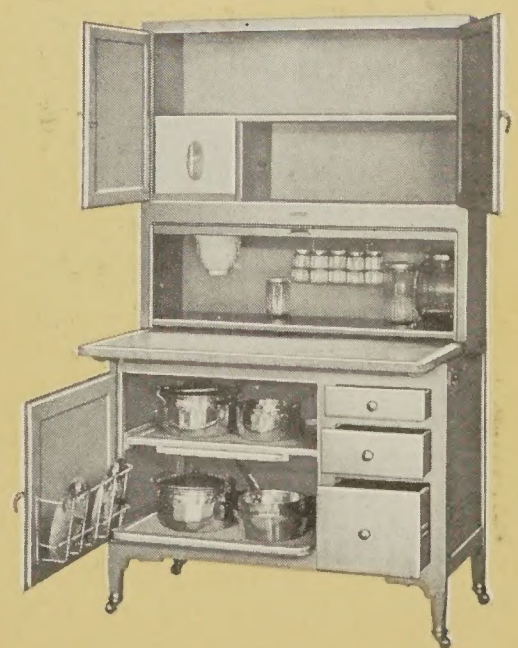
*Two-tone Green Oak (illustrated)*  
*Shaded Amber Oak*  
*Silver Oak*  
*Light Amber Oak (not shaded)*  
*Jade Green Enamel*  
*Satin White Enamel*  
*Sellers Gray Enamel*  
*Colonial Ivory Enamel*



### Sellers KlearFront No. 30-45

Here we again show this popular selling Sellers Cabinet in one of the new Oak Finishes. Note how beautifully the grain is brought out by this new colorful Sellers finish. This finish has beauty and yet it is subdued in appearance. Tests made by us show that this new finish will be tremendously popular.

Order all three of the new Oak Finishes in this popular priced model. Put them on your floor and watch how kitchen cabinet sales jump. Remember they are not only beautiful but new. And women always want the latest styles.



Observe the unusual amount of storage space which this popular priced Sellers Cabinet offers.

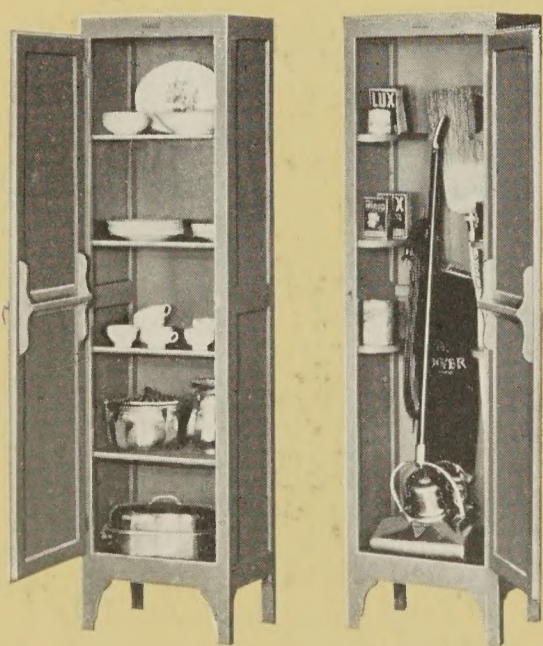


No. 30-23 can be had in these finishes beautifully decorated:

Two-tone Green Oak  
Shaded Amber Oak  
(illustrated)  
Silver Oak  
Light Amber Oak  
(not shaded)  
Satin-White Enamel  
Jade-Green Enamel  
Sellers Gray Enamel

\*The interior of the upper section of No. 30-23 is the same as No. 30-45, except that it is 6 inches less in width. The base has a wire shelf, and also a wire pan rack on base door.

Utility Closets can be had in all colors to match Sellers Cabinets.



No. 39 S

No. 39 BC

Sellers Utility Closets with doors open showing the abundant storage space they afford.

### Sellers KlearFront No. 30-23\*

This genuine Sellers Cabinet establishes a new low-priced value for quality merchandise. It is built entirely of hardwood and can be had in a wide range of beautiful colors. Dimensions—36 inches wide, 71 inches high, 25 inches deep.

The two Utility Closets shown with this cabinet can be had in any color to match with Sellers Kitchen Cabinets. Because of the many uses they can be put to, you have a tremendous market for these Closets. Nearly every kitchen needs one or more of them. No. 39 S is furnished with full size shelves. No. 39 BC is equipped with shelves and with space for brooms, vacuum cleaner, etc. Dimensions on both models—71 inches high, 19 inches wide, 12 $\frac{3}{8}$  inches deep.

No. 30-45 can be had in these finishes beautifully decorated:

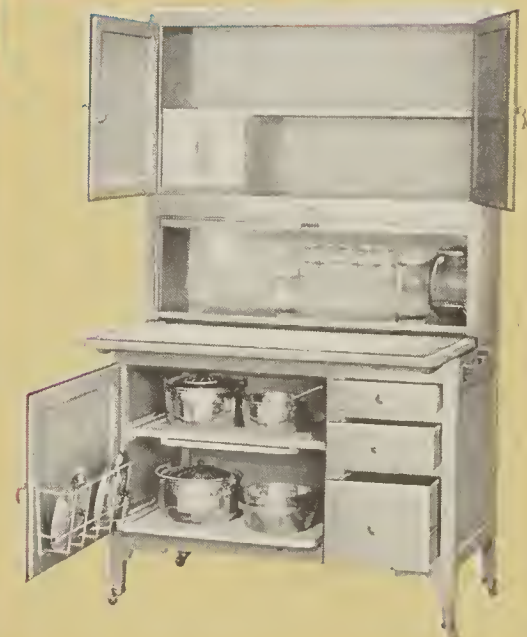
*Silver Oak*  
(illustrated)  
*Shaded Amber Oak*  
*Two-tone Green Oak*  
*Light Amber Oak*  
(not shaded)  
*Jade-Green Enamel*  
*Sellers Gray Enamel*  
*Satin-White Enamel*  
*Colonial Ivory Enamel*



### Sellers KlearFront No. 30-45

Isn't this Silver Oak a beautiful finish? Notice the two-toned effect—colorful and yet soft and effeminate. Showing through its glorious finish is the unmistakable Oak grain. What a potent word Oak is in selling furniture! It stands for strength—long-wearing qualities.

In these new finishes Sellers give you the selling power of Oak combined with new alluring beauty. These charming new Oak finishes are in keeping with the new trend toward softer colors and tints. You are buying them on a rising market—a market which will grow rapidly under the impetus of Sellers national advertising. The cabinet illustrated is the most popular model in the Sellers line—a cabinet of unusual quality at a sensational price.



No. 30-45 with the doors open and curtains up. Observe its ample storage space and work table free from swinging doors.



Above—Sellers Base Unit No. 30-87

Sellers Base Units can be had in these many beautiful finishes to match cabinets.

Jade Green Enamel  
Colonial Ivory Enamel  
Sellers Gray Enamel  
Satin White Enamel  
Light Amber Oak (not shaded)  
Two Tone Green Oak  
Silver Oak  
Shaded Amber Oak

## Sellers Base Units

Some kitchens do not have the wall space required by a kitchen cabinet. For these kitchens Sellers has built Base Units. These useful units will fit under any window or under built-in hanging cupboards. The Base Unit offers all of the conveniences found in the bases of Sellers Kitchen Cabinets. A top shelf is provided on each model for the glassware sets which are regular equipment.

No. 30-87 Base is 37  $\frac{3}{8}$  inches high, 42 inches wide, 25 inches deep. It has cutlery drawers that extend with porcelain top, automatic extending base shelf, 12-piece glassware set and all other features found in the base of Cabinet No. 30-87.

No. 30-45 Base is 37  $\frac{3}{8}$  inches high, 42 inches wide, 25 inches deep. Has extending porcelain top, automatic extending base shelf, 8-piece glassware set, etc.

No. 30-23 Base is 37  $\frac{3}{8}$  inches high, 36 inches wide, 25 inches deep. Has extending porcelain top and 8-piece glassware set.



No. 30-45 Base



No. 30-23 Base

Can be had in these beautifully decorated finishes:

Jade-Green Enamel  
with walnut top  
(illustrated)  
All Jade Green  
Enamel  
Colonial Ivory  
Enamel  
Sellers Gray Enamel  
Shaded Amber Oak  
Two-tone Green Oak  
Silver Oak



## Sellers Extension Dinette

Table No. 300

Chair No. 33

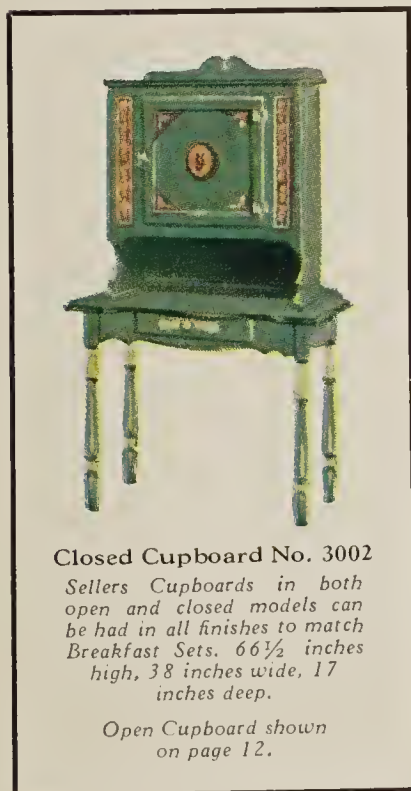


### The Utili-Tap—3 Way Extension Outlet

Now that so many things are prepared electrically at the table, more electric outlets are needed. All Sellers



Breakfast Sets can be had with this richly finished three-way outlet at a small extra cost. Three appliances can be operated from it at the same time.



Closed Cupboard No. 3002

Sellers Cupboards in both open and closed models can be had in all finishes to match Breakfast Sets, 66½ inches high, 38 inches wide, 17 inches deep.

Open Cupboard shown on page 12.

Here is a Dinette that will appeal to newly married couples who are just starting to keep house or to those with small dining rooms.

The table top pulls apart at the center and a hinged leaf swings up into place when you wish to extend the length of the table. The extension action is extremely easy because of the patented metal slides.

It moves at touch of finger. 32 inches wide and 42½ inches long when closed. Extended it is 32 inches by 60 inches. Can be had with the chairs illustrated or with chairs shown on next page.



No. 309 Table—No. 32 Chair  
*To left*

No. 303 Table—No. 34 Chair  
*Below*



## Sellers Drop-Leaf Breakfast Suites

*Sellers Drop-Leaf Breakfast Suite No. 309—Chair No. 32 illustrated*

A charming drop-leaf suite that is fine furniture in design and finish. The table extended measures 38 by 42 inches and is a compact 38 by 21 inches when the leaves are dropped. Has a 5-ply top with knuckle-jointed leaves supported by four strong hinges. Any of the chairs illustrated can be had with this suite. All chairs have Sellers glue-key joint construction that cannot come apart and are machine leveled. Finishes: Jade Green, Gray or Ivory Enamels and Shaded Amber Oak, Silver Oak, Two-tone Green Oak and Jade Green Enamel base with Walnut top.

*Sellers Drop-Leaf Breakfast Suite No. 303 Chair No. 34 illustrated above*

Compare this Breakfast Set with any other set and you will immediately see what an ex-



**Open Cupboard No. 3001**  
*Sellers Open Cupboard can be had in all finishes to match Sellers Breakfast Sets, 66½ inches high, 38 inches wide and 17 inches deep. The closed Cupboard is shown on page 11.*

traordinary value it is. In this set you find the superb Sellers finish — Sellers construction—Sellers high quality materials — all combined in a breakfast set selling at a sensationally low price. This set is hardwood throughout. solid wood top amply braced and reinforced. The leaves are knuckle-jointed. The table is 38 by 42 inches extended. The chairs have glue-key joints that will not pull apart. Legs are machine leveled. Finishes: Jade Green, Sellers Gray and Colonial Ivory Enamels.

**Sellers  
Kitchen Tables**  
*in four charming colors*



**Beautiful New  
Sellers Breakfast Buffet  
—No. 3004**

Finished in—

*Shaded Amber Oak  
Two-tone Green Oak  
Silver Oak*

*Jade Green Enamel  
Colonial Ivory Enamel  
Sellers Gray Enamel*

**The New Sellers Buffet**

Now you can have Kitchen Tables in four joyful colors. All Sellers Tables can be had in these colors—Jade Green Enamel and Colonial Ivory Enamel with decorative brown edge porceliron tops—Sellers Gray Enamel and Satin-White Enamel with decorative green edge porceliron tops. Combined with this beauty of color is the sturdiness of Sellers construction. Fruit acids will not injure the sanitary porceliron tops on Sellers Tables, for they are finished exactly like the work table of Sellers Kitchen Cabinets.

The drawer in each table is divided into two convenient compartments. The drawer is equipped with a sparkling crystal glass drawer pull that will never tarnish. The gracefully tapered legs which add so much to the beauty of the table, are

Sellers has designed a Buffet of unusual charm and beauty to complete the Sellers Breakfast Suites. It is Sellers' exclusive wedge tenon dovetail construction throughout, assuring strength and durability found in no other buffet. The gracefully turned legs match those of all Sellers Breakfast Suites. Drop pulls of distinctive design on doors and drawers. Two 14 inch drawers and two 12 inch doors. Finished and decorated in all colors to match Sellers Breakfast Suites. 44 inches wide, 15 inches deep, 35 1/2 inches high.

attached with nuts, easily kept tight. All finishes are steam and climate proof. Comes in three sizes:

- No. 305—24 x 36 inches
- No. 306—25 x 40 1/2 inches
- No. 308—25 x 48 inches

# Show your customers the Extra Value in Sellers

Because of their beautifully finished exteriors, Sellers Kitchen Cabinets stand out on any dealer's floor as merchandise of highest quality. But hidden beneath their handsome exteriors are features that make them by far the greatest kitchen cabinet values on the market.

Any salesman who knows these features and explains them to customers can double his sales. It is an easy matter to make a customer see the value of these features.

For example, you show a woman the automatic extending base shelf. Then say to her, "Madam, think of all the stooping and bending this will save you. Dozens of times each week it will keep you from getting down on your knees to get out a pan you need quick. How much do you think it will be worth to you each week?"

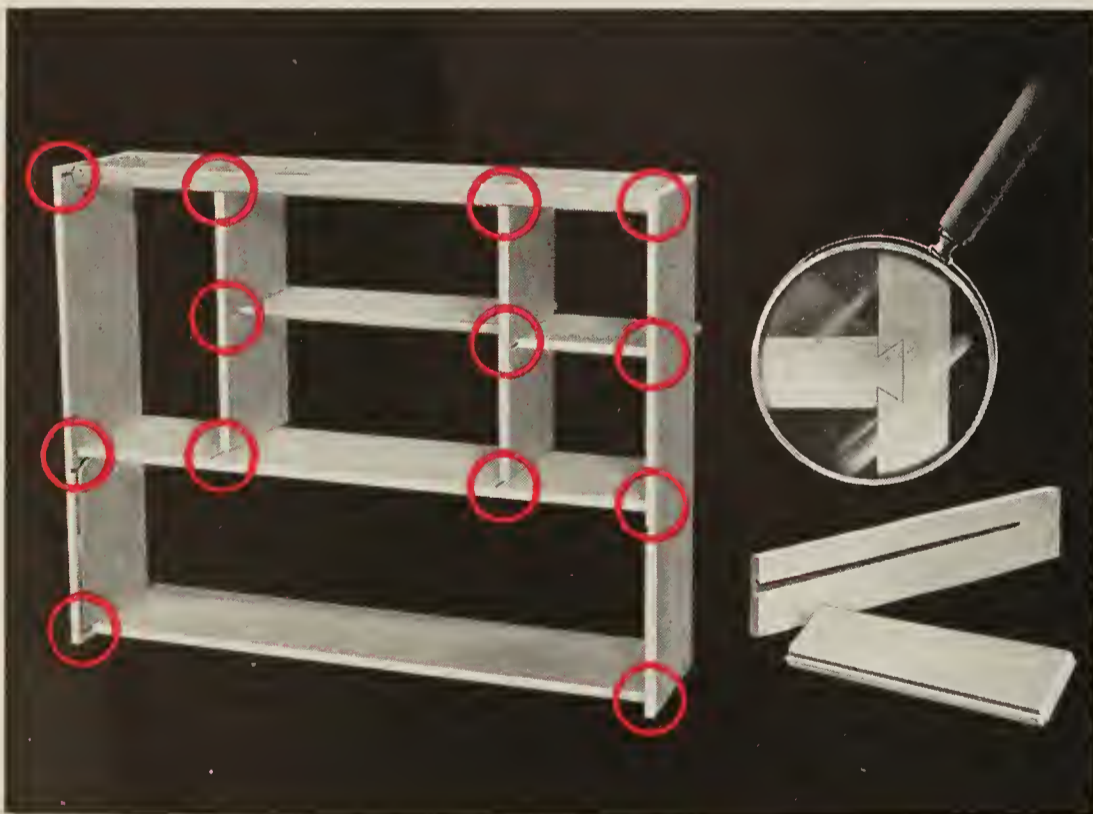
If she hesitates in answering, ask her if she thinks it would be worth 10 cents. Instantly she will say yes.

Then you can show her how this one feature alone will be worth more to her in the twenty years she uses the cabinet than you are asking for the entire cabinet.

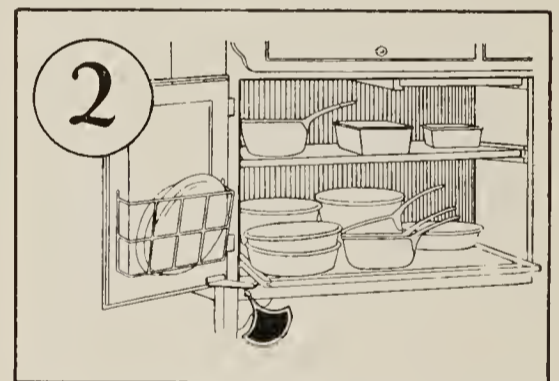
Many other features can be illustrated in the same way. Build up your sales story around the Sellers features and you will miss very few sales.

Some features appeal more strongly to men. Women, for instance, are not particularly interested in construction but all men are. So when the husband is along show him the wedged-tenon dovetail construction of Sellers. This one feature with its undeniable proof of sturdiness, will win most men over to your side.

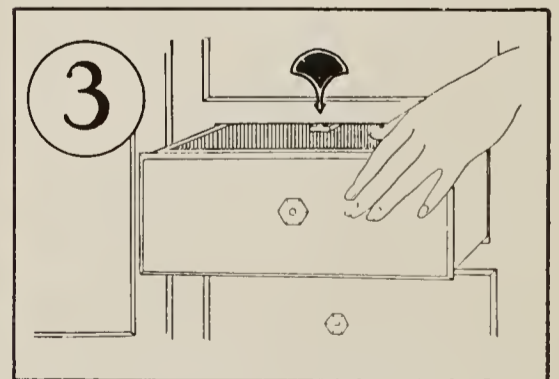
Below we show the 15 famous features which make Sellers the outstanding kitchen cabinet value. Ask your salesmen to study this page. Be sure that every one of them thoroughly understands them. Then watch your kitchen cabinet sales climb.



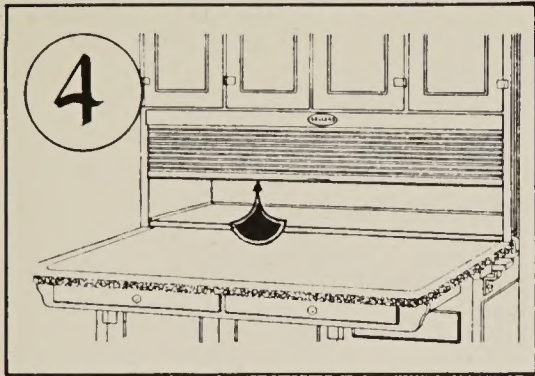
Wedge-tenon dovetail joints provide the strongest construction possible to obtain in fine furniture. The wedge dovetail joint tapers its entire length. The tenon has V-shaped sides. The joint is made under two-ton pressure. To make certain of the smoothest surface on these joints, the fastest wood cutting machines made are used. The joints remain rigidly true and insure stability and permanence of structure. Cracks or crevices are never found in a Sellers cabinet—a strong, sanitary feature.



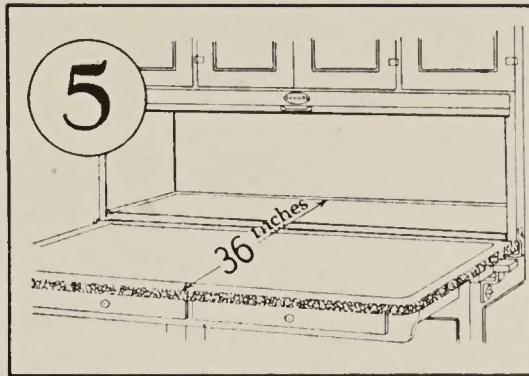
Automatic base-shelf extender which brings the pots and pans within easy reach. Utensils are fully accessible even when the table is in the extended position. A patented and exclusive feature. Shelf easily removed for cleaning.



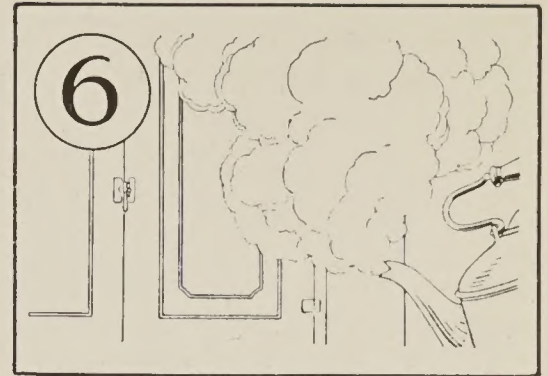
All drawers with exception of metal bread-box drawer have three-point suspension including special guide, which preserves alignment, and insures free movement. A Sellers drawer can be opened or closed from any angle. Even in the dampest weather they always operate freely.



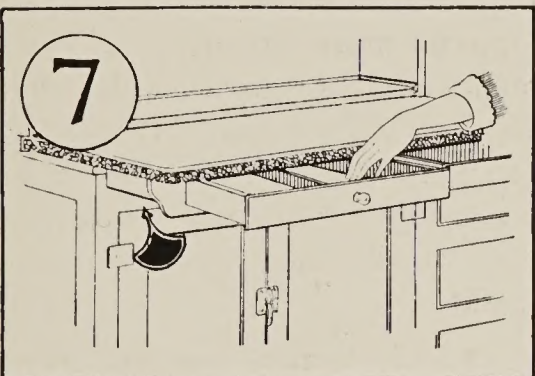
Full width disappearing roll curtain. Rolls up at a touch and leaves the work table free from channels or gutters. This curtain is dust proof, sanitary and quickly removable. The porcelain work table is entirely unobstructed.



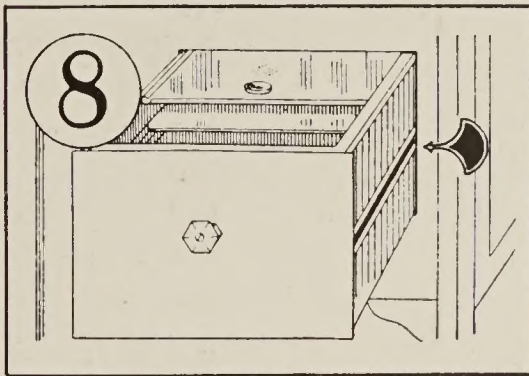
Klear Front construction gives you a wide open working surface free from swinging doors and other obstructions. With porcelain table top extended you have a working depth of 36 inches and the porcelain bottom shelf in upper section adds nearly fifty per cent more clean sanitary working surface.



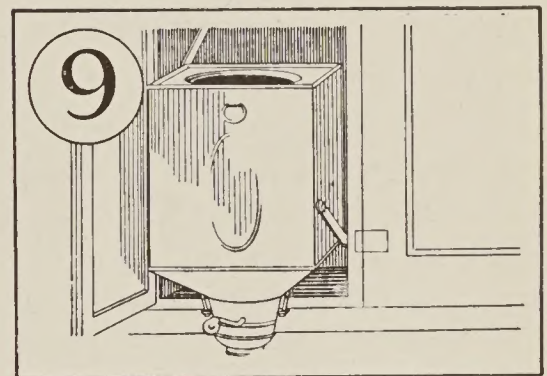
Enameled cabinets, after necessary filler and glazing coats, are finished with the finest undercoats and enamel, separately baked on. Light Amber Oak is hand rubbed with oil. All finishes are steam-proof and climate-proof.



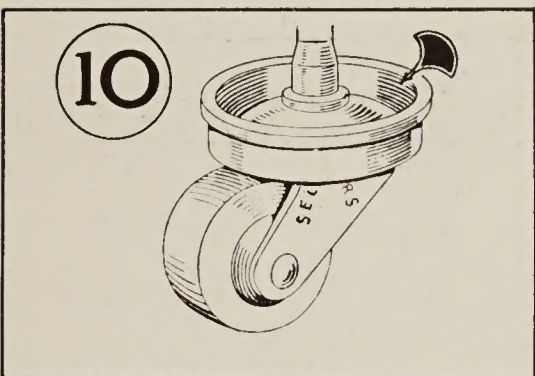
Extending drawer section which moves with the work table. This means that all small implements used in cooking are instantly available with the table in extended position. Entire unit moves smoothly and easily on roller bearings.



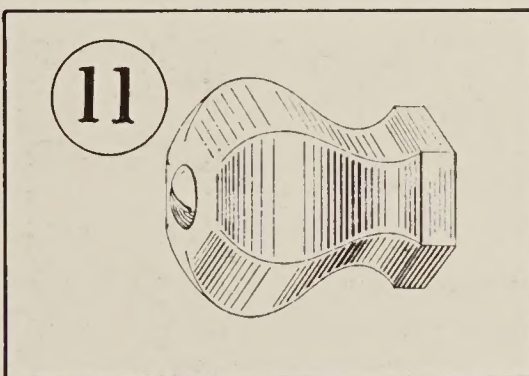
Noiseless metal bread-box, of extra large capacity, has sliding lid which shuts automatically when box is moved to the closed position. This improved container is ventilated and has air circulation on all sides. Mounted on carriers which insure free action. Easily removable for cleaning.



Lowering flour bin, in separate compartment, has 30-pound capacity to allow for carryover at each filling. This improved type of bin is operated without effort and easily removable for occasional cleaning.



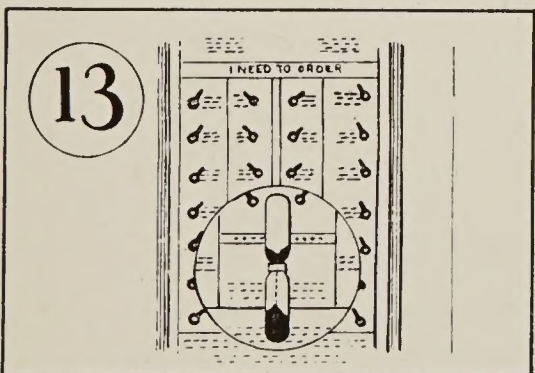
Patented one-piece ant-proof casters are cupped to contain borax or other insecticide, thus providing a barrier which no crawling insect can possibly cross. One of the sanitary features found exclusively on Sellers cabinets.



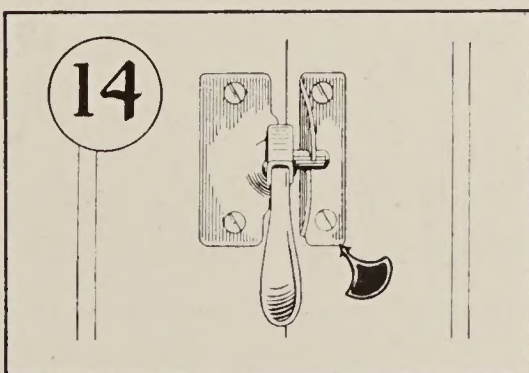
Of beautiful design are the glass drawer-pulls which are also especially sanitary and easy to clean. Even this sparkling detail serves to reflect the quality of Sellers cabinets.



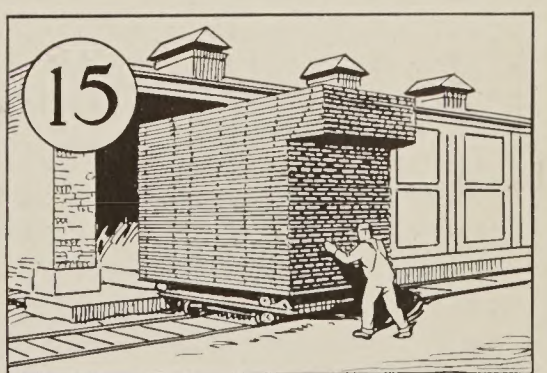
Handsome glassware set consists of 12 fluted pieces with rust-proof aluminum covers. Food ingredients most frequently used are brought within easy reach. Spice jars are suspended in individual rack for convenience in handling.



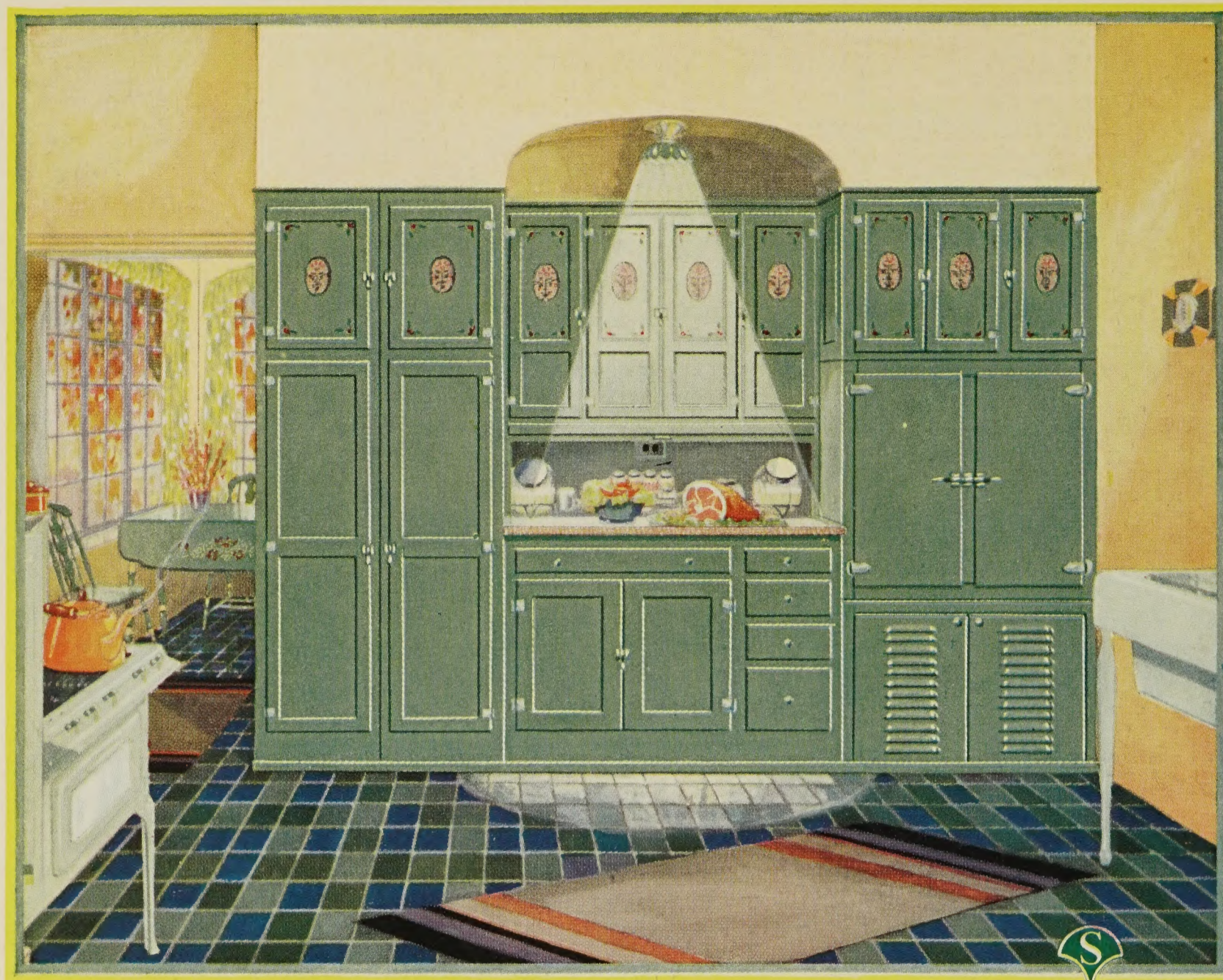
Turn the imported Sellers egg timer and when the sand has all run to the bottom you have a three-minute egg. Reverse the timer and you have a hard boiled egg. A handy reminder for ordering needed grocery items.



Rust-proof door catches are of brass, nickel plated. Spring action reinforced by gravity principle, insuring permanent satisfaction. Hinges are of steel with rust-resisting chromium plate.



Every bit of wood used in Sellers Cabinets is hardwood that has first been thoroughly seasoned and then scientifically kiln-dried. That is why the wood in Sellers Cabinets does not warp or crack.



## Opportunity awaits you in new Sellers Built-in Line

Every new house requires some new furniture. No matter how long the owners have been married or how much furniture they have, they invariably buy new pieces as well as new rugs and drapes for the new home.

Therefore every home builder is a red-hot prospect for your store. The wonderful new line of Sellers Built-in Kitchen Furniture offers you the ideal way to establish contact with these prospects. Equip the kitchen and everything is all in your favor for getting the rest of his business.

Arrange to get reports on the new homes to be built in your city. This information is easily obtainable. Then call on the prospect before the house is started.

Don't wait until the house is well under way. Then it is too late. Act the minute you get your data.

Any size kitchen from the largest to the smallest can be correctly equipped with Sellers Built-in Furniture. Usually at a lower cost than mill work costs.

Use Sellers Built-in Furniture to build up your business. Remember, too, that every kitchen you equip will run from \$100 to \$500. And you make a good profit on the sale in addition to getting his furniture business.

Write today for full details on Sellers Built-in Furniture — also for plans on merchandising this new line.





For years Sellers have supported a policy of National Advertising dedicated not alone to the idea of increasing their own business but also looking toward the improvement of the American Home—to make it a better place to live in.

It is logical therefore that Sellers should take part in the Co-operative effort of the National Home Furnishings Program as a Manufacturer Contributor.

**G. I. Sellers & Sons Company**  
Elwood, Indiana